GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:178
ANSWERED ON:04.08.2005
COMPLAINTS REGARDING OBSCENE ADVERTISEMENTS
Badiga Shri Ramakrishna

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has received complaints regarding obscene commercial advertisements on Television threatening Indian values and traditions;

(b) if so, the details thereof;

(c) the action taken by the Government against the persons found responsible for clearing such advertisements; and

(d) the steps proposed to check further telecasting of such advertisements?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESITON NO. 178 FOR ANSWER ON 4.8.2005.

(a) to (d): Yes, Sir. Complaints regarding obscene commercial advertisements on television are received from time to time. There is no pre-telecast censorship of programmes on television channels and Government does not clear any advertisement on Television. Advertisements on all satellite TV channels transmitted/re-transmitted through the Cable networks are required to adhere to the Advertising Code prescribed under the Cable Television Network (Regulation) Act, 1995 and rules framed there under. Action for violations of the Code can be taken by any authorised officer i.e. DM, SDM or Commissioner of Police or any other officer notified in the official gazette by the Central Government or State Government. The Central Government has constituted an Inter-Ministerial Committee to look into the violations of the Advertising Code. The Committee either suo-moto, or on receipt of a complaint, examines cases of violations of the Code. Show cause notices are issued in the first instance to TV channels telecasting objectionable advertisements in violation of the Code and in suitable cases further action is taken as per rules.

As regards telecast of advertisements on Doordarshan, the same are governed by the provision of Doordarshan's Code for Commercial Advertising which interalia prohibits obscene advertisements. All advertisements are previewed by DD to ensure their conformity with the Code.